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May 15, 1996

Mr. Reed Hundt  
Chairman  
Federal Communications Commission  
1919 M Street NW  
Washington DC 20554

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Dear Mr. Hundt:

We are a group of parents involved in parent participating schools throughout Santa Clara Valley. We are writing to express our concern about the quality and content of children's television. Each of us works very hard to ensure our children will grow up healthy and whole. However, we believe the overly violent and sexually explicit messages and images so often portrayed on television, as well as the overwhelming tide of advertising aimed at children, undermine so much of our efforts. Each new study only confirms our resolve: our children are not being well served by the networks or their advertisers.

**Therefore, we are urging you to enforce the provisions set forth in the Children's Television Act of 1990. We urge you to hold the networks accountable to provide healthy alternatives for our children, alternatives which go beyond Power Rangers, re-runs of the Jetsons and the adult fare now available to children throughout the day. We urge you to continue to limit the amount and monitor the content of advertising directed at children. We are also asking you to actively promote the V-chip and some form of program labeling as important tools for parents to monitor what our children are exposed to. This is not about censorship, but about the value we as a society place on our children. Given the dominant influence television now exercises in shaping our culture, how can we do anything less?**

We, the undersigned parents, are determined to make our voices heard on these important issues. We will do this by what we choose to watch on TV, by what we choose to buy from advertisers and whom we elect to public office. But we realize it will take the whole community working together - parents, educators, businesses, government and the media - assuming responsibility to protect and promote that which is in the best interest of our children. We urge you, the FCC and our elected representatives in Congress, to take the leadership role you were appointed to do in this critical national issue.

Sincerely,

Concerned Parents  
(Signatures Attached)

cc: Rachelle Chong  
James Quell  
Andrew Barrett  
Susan Ness

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Mr. Reed Hurd - Chairman  
Federal Communications Commission  
1919 M Street NW  
Washington DC 20534

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